Abstract

Presently, the advertisement media used in the public transport industry are static poster display; audio video playback and display system with pre-recorded content; mobile TV; or printed paper flyer. These advertisements appeal to general group of consumers, there is no factor of target group audience or consumer. The amount of money spend from the advertiser may not achieve the intended sales revenue or awareness.

Presently, there is no vehicle location based mobile vehicle advertisement system which allow advertiser to screen their audio cum video advertisement according to vehicle's specific route and location to passengers onboard.

The proposed Location Specific Vehicle Mobile Advertisement (LV-Advert) system is installed in vehicle that can update current vehicle location range continuously through a GPS connect to its main controller. Main controller compares the current vehicle location range data with a series of location range predefined advertisements content. When a vehicle location range matches advertisement location index, the correspondence advertisement segment is retrieved from the storage device and screen on the display monitor with audio option. This will allow advertisers to promote their products and services according to vehicle route's surrounding building and shops outlet to target in-vehicle passenger, create awareness and need for their products and services to target specific consumers. Hence, increase the overall receptive result of advertisement.

Figure 2, should accompany the abstract.

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